

Name of School: NMIMS - School of Branding and Advertising

Program Structure of BBA (Branding & Advertising)

Batch 2023-26

As approved in 62nd Academic Council held on 17th December, 2024

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Principles of Marketing	4	1	Introduction to Advertising	4
2	Principles of Management	4	2	Micro & Macro Economics	2
3	Organisational Behaviour	3	3	Visual Communication & Creative Writing	4
4	Communication Techniques	4	4	Consumer Psychology	4
5	Accounting Fundamentals for Advertising Agencies	4	5	Product Management & Design Thinking	4
6	Art of Advertising Production	3	6	Web Development	2
Total		22	Total		20

Semester - III			Semester - IV		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Multimedia Production	4	1	Social Media Marketing and Analytics	4
2	Introduction to Digital Marketing	3	2	Market Research - I	4
3	Introduction to Branding and Storytelling	4	3	Digital Transformation in Advertising	4
4	Media Strategy and Planning	4	4	Strategic Brand Management	4
5	Services Marketing	3	5	Ad-Film Making and Art of Story telling	4
6	Event Management	2	6	Data Visualisation and Presentation Skills	2
Total		20	Total		22

Semester - V			Semester - VI		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Environment, Social and Governance	2	1	Enterpreneurship	4
2	Media Law and Ethics	2	2	Marketing Analytics	4
3	Business Strategies	3	3	Media Economics	2
4	Select Application in Branding and Advertising	4	4	Retail Management	4
5	Sales and Distribution	4	5	Market Research - II	2
6	Corporate Communications and Public Relations	4	6	Introduction to Graphic Design	2
Total		19	Total		20

Total Credits	123
Total Subjects	37



**Dr. Kiran Desai
Director**